

LENSOLOGY & SHUTTERISMS



WOLLENSAK
OPTICAL COMPANY

ROCHESTER, N.Y.

The Salesman

Do you ever think of the Salesman,
The fellow without a home?
He seems free from care with no load to bear,
Yet he's often lonely and lone.

He thinks of his dear little sweetheart,
As over the world he roams;
And the smile that he carries with him,
Is often a cloak for groans.

Many's the story he tells us,
Many a joke does he crack;
But when he's alone he thinks of home,
And wonders when he'll get back.

He's a happy-go-lucky fellow,
Carries cheer wherever he goes;
But the smiles that appear oft cover a tear,
Tho' he never talks of his woes.

There's always two sides to a story,
We often just look at the one;
'Tis not always summer with our care-free
drummer,
Nor is it by any means fun.

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All Aboard--for Detroit !

March 20-22, 1917

WILL YOU be on the train when there comes that cry—All Aboard!? Perhaps you are considering going to that heralded **PHOTOGRAPHIC DEALERS' CONVENTION**, perhaps the idea has not yet "got hold" of you, but be that as it may, let's talk it over now and get off the fence of indifference, or indecision, and make your reservation at the Hotel Tuller for the above dates.

Just take it from one who knows, one who has the "inside dope," so to speak, and forget that you are busy and cannot possibly get there, for no man is ever too busy to learn how to be more busy.

This is not what some people call "Irish Bull" but fact, for—listen to us just a moment—that Convention in Detroit is going to be of a vast amount of assistance to every proprietor and photographic salesman who attends. We have already thanked heaven that the program this year departs from last year and the year before, and goes back somewhat to the days of Chicago, only on a much more elaborate scale. Yes, sir, it's going to be a

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DEALERS' convention pure and simple, and ideas as to new channels for sales, etc., are going to fill the air for the whole three days, and the man who arrives fifteen minutes late is going to miss something, and he who leaves fifteen minutes early will miss something.

So better be there, Mr. Dealer, and Mr. Salesman, for it is by co-operation that dealers can benefit, as well as by mixing with other dealers and exchanging views concerning the little difficulties that arise in the conducting of any line of business. We are going to be there with a complete display of lenses and shutters, and most likely will have something new "up our sleeve" that we would like to have you inspect and get first hand information about.

May we not greet you in Detroit March 20th - 22nd?

Photographic Dealers' Convention

Three general topics were selected as affording the best opportunities to build up an instructive and interesting program.

First: Advertising, window and show-case dressing, store arrangement and selling display.

Second: Side lines or sundries to aid in maintaining volume.

Third: The future of the business and the trend and character of saleable goods.

The official announcement will give details as to the make-up of the program, but the plan is to devote one

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session to each of these three subjects. A skeleton show window will be provided for practical demonstrations of window dressing by professional window dressers and also by dealers who have something novel that has attracted attention and sold goods. Counter case dressing and store arrangement will be demonstrated in much the same way, while selling arguments and store displays will be discussed. The session will be followed immediately by a luncheon, (provided by the Association) which will be served in an adjoining room, at the conclusion of which there will be a prepared talk on a subject pertinent to the day's program. The afternoon and evening will be free, and time will be given for examining the goods exhibited by the manufacturers.

The following morning will be devoted to the next subject on the program. In past years there were a number of sundries that were freely sold, and they helped materially to increase the volume of business. Such articles as dark-room lanterns, trays, printing frames, and other small items, which now are in much smaller demand and which promise to dwindle to insignificant proportions. If this sundry business is lost and there is left nothing but cameras, films and finishing, the outlook is dark indeed. There is little salesmanship required to sell the staples, but an effort will be made to demonstrate the new sundries and sidelines, and to stimulate salesmanship in the pushing of new goods to take the place of those that are passing. That session will pay the expenses of the trip and leave money in the till. It is not a discussion of how to sell more goods in which there is no profit, but how to enlarge the sale of goods that yield a good profit. Dealers not interested in this feature should not attend this session. As on the previous day the luncheon (provided by the Association) will follow immediately and another prepared address will be given. Likewise the afternoon will be devoted to the search for new goods to build up sales and profits.

The next morning will be devoted to the future of our business. The Association will endeavor to give the members a peep at what is coming so they may be the first prepared to develop this business and have their

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trade established before the stay-at-homes are aware of the possibilities of the new goods.

The banquet will be held Thursday evening, March 22nd, and the Chef of the Tuller Hotel submitted the menu, and, gentlemen, he is some Chef. The hour will be 7 p. m., and it will be provided by the Association. Note that your dues, \$5.00, cover three luncheons and a banquet. All dealers in Photographic Merchandise are invited, yet it must be understood that there is no compulsion about joining or coming, it is their opportunity, and after considering what the Association is giving to the members every one can see that it is one of those opportunities that come to every man occasionally, and those who grasp it are all the richer for the grasping.

Diffusing Stops for Use with the Verito in Enlarging

Perhaps the biggest sensation of 1917 in the lens field is the introduction of a set of diffusing stops for the Verito Lens. These are being featured by the Eastman School of Professional Photography, and are astounding the profession wherever shown.

The results obtained with these stops are remarkable and the enlargements embody a rarer quality of diffusion than it is possible to obtain by any other method known. By way of explanation let us say that a result approaching that now obtained with the stops was secured last year by the School and by those who followed the suggestions made in it by means of three exposures through the Verito Lens at different apertures, one, for instance, at F:32 to get the definition, another at F:16 to put on a little diffusion, and a third at F:8 to get a greater degree of diffusion; but it was impractical, as

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the photographer could not govern the required amount of exposure at each aperture so it did not become popular. However, we are in a position to announce, and not only to announce, but to call to the particular attention of all of our dealers a set of stops which simplify this process so that the user of a Verito, by employing the diffusing stops, can obtain with a single exposure enlargements with the qualities mentioned above. This is a wonderful thing for the dealer, because of the market there is for it, for the photographer, because of the results he can give his trade, and for the amateur finishers it opens up a new field.

We supply a set of three stops so that any degree of diffusion can be obtained; Stop No. 1 for a minimum diffusion, No. 2 for a greater degree, and No. 3 for the extreme pictorialist. Your customers can order new Verito Lenses equipped with these stops, or the vast number already using a Verito Lens can send their lens to us and have the Barrel adapted so as to accommodate the stops. The cost of the set of three stops, either with the new lens or adapted to the old lens is \$7.50 list and subject to the dealers' discount. This is advanced information for you.

There will be a special booklet on the Verito issued featuring the employment of diffusing stops, and preceding that will be a little circular that we can mail to any of your prospects. We urge that you feature this for it is a new field and bound to yield a great profit.

Any further information we can give we will be glad to send on receipt of your request. Let us get together and work along this line in our usual co-operative way.

A Practical Book on Lens Questions

Hardly a day goes by but what we receive in our morning's mail a great many questions from amateurs and professionals concerning lenses. Furthermore, we have had called to our attention by numerous of our dealers that they likewise receive similar inquiries. These are not technical questions but are the simple little questions pertaining to the practical use of a lens, or questions that arise in the mind of one who is considering the purchase of a lens for some particular phase of work.

At the request of our dealers we are considering a booklet treating with these simple questions in a simple way, so that if the dealer receives a question pertaining to a lens he can turn to a certain page in the book, mark the paragraph and send it to his customer as a reply to his question. We believe this will be a most welcomed publication by the dealer as well as by the consumer, and we can only make it a success if all of the dealers will send to us memorandums of the different questions that are put to them by the unsuspecting amateur or the inquisitive profes-

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sional. Will you please write us giving a list of the hundred and one questions that you are called upon to answer over the counter or through the mail?

We want to cover every phase of work in this booklet, and we can by co-operation which we know you will be glad to give.

Bulb Attachments for the Studio Shutters

Judging by the inquiries we receive it seems as though all the dealers handling Wollensak Lenses were not aware of the fact that notwithstanding our equipping Studio Shutters with a wire release, a bulb attachment is supplied so that those preferring the bulb and tube to operate the shutter can be accommodated.

These attachments come extra at a cost of 50 cents. Kindly make a note of this so you can pass on the information to the photographers interested.

WARRANTED TO BUST

A small city store displayed a placard above some corsets which carried this announcement:

"Our Corsets Are Warranted to Fit the Waist and Bust."



Announcing
DI

V E
in

PICTORIAL

BY USING
with the

rare pictorial quality not to be duplicated
Novice or Professional These Stops
Verito now in use or supplied with new

Let us tell you more about this truly
who desires something really distinct

WOLLENSAK OPT

R O C H E S T E R

a set of
DIFFUSING STOPS
for use with the
VERITO
the making of
ENLARGEMENTS

Verito Diffusing Stops
Verito Lens, enlargements that have a
by any other method can be made by
re inexpensive and can be fitted to any
Veritos.

wonderful tool for the photographer
ve for his trade. _____

OPTICAL COMPANY
NEW YORK

The Middle Atlantic States Convention

March 27th, 28th, 29th
Philadelphia, Pa.

We realize that Lensology is mailed to dealers in photographic supplies, and that ordinarily we might not expect an article pertaining to a photographers' convention appearing in it to bear fruit, but with the knowledge of the close co-operation of the dealer with the photographer, and the traveling man with the photographer, we do not hesitate to call attention to this live convention that is to be held at Philadelphia. We know that the dealer of the present day realizes that inasmuch as the photographer increases his knowledge of the profession so will he increase his output and incidentally his purchases, and that anything the dealer does to stimulate the photographer to a realization of the help a convention can be, will be for the interest of the dealer as well as the benefit of the photographer.

Back of this, of course, is the interest

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of the manufacturer, for his success hinges upon the success of both photographer and dealer.

It was our pleasure to be represented at the convention of this Association in Scranton three years ago, in Pittsburgh the following year, and Washington, D. C., last year, and with a vivid recollection of the enthusiastic gathering held at those three places we immediately reserved space for the Philadelphia Convention, having all confidence it will surpass anything heretofore.

We urge upon you dealers to boom the convention among your trade and upon those dealers living in different localities to watch out for the convention in their locality and boom it when the time comes.

Here's to the success of the Philadelphia Convention and a hope that we may greet many of our friends there.

In front of a Cleveland moving picture house:

Dante's Inferno

A Poet's Experience in Hell

TWO HOURS
of
SOLID FUN!

Orders in a Morning's Mail

We just list below items that were ordered through the mail one morning about two weeks ago, so you can get an idea of the demand for Wollensak products and the area which this demand covers. Of course, the next morning brought another batch of orders from different localities, but we just merely itemize one morning's mail by way of suggestion.

- 1 No. 4 Versar Lens in Studio Shutter.
- 1 No. 3 Voltas Lens in Regno Shutter.
- 1 Portrait Attachment and 1 Telephoto Lens.
- 1 Set 3A Cells F:7.5.
- 1 No. 4 Vinco Lens in Regno Shutter.
- 3 No. 3 Vesta Portrait & View Lens Studio Flanges.
- 9 No. 3 Vesta Lenses in Barrels.
- 3 No. 3 Vesta Lenses in Studio Shutters.
- 1 No. 4 Vesta Lens in Barrel with Iris Diaphragm.
- 1 No. 5 Vesta Lens in Studio Shutter.
- 1 No. 3 Series I Velostigmat in Optimo Shutter.
- 1 No. 3 Series I Velostigmat in Auto Shutter.
- 1 No. 4 Series I Velostigmat in Regno Shutter.
- 1 No. 5 Series I Velostigmat in Regno Shutter.
- 1 No. 6 Series I Velostigmat in Regno Shutter.
- 1 No. 3 Series II Velostigmat in Barrel.
- 6 No. 4 Series II Velostigmats in Barrel.
- 1 No. 5 Series II Velostigmat in Regno.
- 1 No. 5 Series II Velostigmat in Optimo.
- 2 No. 5 Series II Velostigmats in Barrel.
- 1 No. 6 Series II Velostigmat in Studio.
- 1 No. 6 Series II Velostigmat in Regno Shutter.
- 1 No. 7 Series II Velostigmat in Studio.
- 1 No. 1 Series III Velostigmat in Regno.
- 1 No. 2 Series III Velostigmat in Regno.
- 1 No. 3 Series III Velostigmat in Regno.

= Lensology & Shutterisms =

- 1 No. 4 Series III Velostigmat in Regno.
- 1 No. 2 Vinco in Regno.
- 6 No. 2 Vincos in Barrel.
- 1 No. 3 Vinco in Regno.
- 1 No. 4 Vinco in Regno.
- 1 No. 0 Verito in Barrel.
- 2 No. 1 Veritos in Studio Shutters.
- 1 No. 2 Verito in Studio.
- 1 No. 3 Verito in Studio.
- 1 No. 4 Verito in Studio.
- 1 No. 1 Ray Filter.
- 1 No. 2 Ray Filter.
- 1 No. 3 Ray Filter.
- 1 No. 4 Ray Filter.
- 1 No. 5 Ray Filter.
- 1 No. 6 Ray Filter.
- 1 No. 7 Ray Filter.
- 1 No. 8 Ray Filter.
- 1 No. 9 Ray Filter.
- 1 No. 10 Ray Filter.
- 6 Studio Bulb Attachments.
- 1 18" Studio Release.
- 1 24" Studio Release.
- 1 30" Studio Release.
- 1 36" Studio Release.
- 1 48" Studio Release.
- 3 3A Ray Filters.
- 4 Extreme Wide Angle Lenses 5x7 in Barrel.
- 2 Extreme Wide Angle Lenses 5x7 in Rengo Shutter.

The above Lenses were shipped on various orders to the following cities: Syracuse, N. Y., Havre, Mont., Charleston, S. C., Portland, Me., three orders to St. Louis, Mo., Tokio, Japan, Boston, Mass., New Haven, Conn., Washington, D. C., and Los Angeles, Calif.

W. S. See says the oldest joke is the one about the two men who went out into the woods to chop down a tree, They were pretty tired when they got to the tree, so each took a hack and rode home.



President Woodrow Wilson

We have published both of these pictures in Lensology in previous issues, but we regret the instance that prompts us to publish them this time in connection with current events.

As peace loving American Citizens we sincerely hope that conditions will prove such that President Wilson may not find it necessary to go further than the mere severing of diplomatic relations with Germany, but whatever be the turn in events we can only hope that



Ex-Ambassador Count Von Bernstorff

all of America will stand united as American Citizens beneath the banner of the Stars and Stripes and as a united nation stand back of the President to whom we look for guidance. The cool-headedness of each and every one of us, the cautious speech and friendly attitude we can assume toward men of all nationalities will go a long way toward proving that we are Americans and toward keeping this land of ours at peace with the world.

An Illustrated Lecture

We should like very much if every photographer and every dealer in the United States could be our guest at Rochester so we could take them through our factory and show them the way lenses are made. We should like to give them an idea of the plant that is back of the product ; but it is not possible for you all to come to Rochester, although many have come and all are welcome, so we have done the next best thing and have had a set of fifty odd slides made of the different departments of our plant and a lecture prepared so that when Mr. Hamilton is in your city and you can give him the time, he will be glad to show you these slides and take you through our factory in a picture way, and explain to you the different operations in the manufacture of Wollensak Lenses and Shutters.

We know you will be interested and we know you will be surprised when you learn of the enormous size of the plant we maintain. It is an organization of three hundred working harmoniously in the interest of the consumer, and occupies an area of 40,000 square feet of floor space. Every inch is being used to its utmost capacity at the present time, and, in fact, a few additions have been made to the plant recently.

Mr. Hamilton with this lecture will be at the disposal of any of our dealers, and for salesmen gatherings or of camera clubs when he is in their city, and we shall be pleased to hear from those interested so we can make arrangements to serve them when he comes to their city.

What can we do for you?

Dear Mr. Dealer :

This issue of Lensology is so crowded with things that are essential that I have foregone the pleasure of using the last three pages for a personal editorial.

I want to say in brief that the Conventions mentioned in this issue should have your first consideration, the diffusing stops for the Verito equal consideration and all of the other things I would recommend for your very careful reading.

Please co-operate where I have asked your co-operation and you will more than oblige

Cordially yours,

A handwritten signature in dark ink, reading "J. S. Hawes". The signature is written in a cursive style with a large, looping initial "J" and a long, sweeping underline that extends to the right.

A Prayer

TEACH ME that sixty minutes make an hour, sixteen ounces make a pound, one hundred cents one dollar. Help me to live so that I can lie down at night with a clear conscience, unhaunted by the faces of those to whom I have brought pain. Grant that I may earn my meal-ticket on the square; deafen me to the jingle of tainted money and the rustle of unholy skirts. Blind me to the faults of others, but reveal to me mine own; and then when the deepening shadows shall gather in that Great Silence let the ceremony be brief, the epitaph simple: "Here lies a man."